PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Bob Ferrin DATE: February 14, 1994

FROM: Shari Teitelbaum

SUBJECT: **Parliament Packaging - Qualitative Research Findings**

Attached is the moderator's report on the findings about consumer preference for packaging for Parliament. This research was conducted during the work in Englewood and Paramus, NJ relating to Parliament advertising on January 25 and 31, 1994. After exploring various advertising executions, consumers were asked to review and comment on eight new packaging graphic concepts for Parliament, as well as to the feel of a rounded-edge box. Copies of the packs tested are attached.

In terms of the eight new graphic designs shown, there was no one design concept preferred by a majority of this sampling of consumers. Design concepts which elicited favorable comments include the following:

- The new font-styles were viewed as more contemporary than Current. The gold shadow on Current was often viewed by young adults as middle-aged.
- When compared with the new prototypes, many found the blues in the Current triangles too dark, suggesting older or heavy.
- For the word "Lights", most preferred white print to gold on the blue background. They also preferred the word "Lights" to be in the upper triangle. Print was preferred to script as it is viewed as more contemporary.
- The pin-striped backgrounds were viewed as eye-catching, adding a sense of design. However, a few preferred the plain white background because it is cleaner, brighter, and fresher looking.
- Most preferred the diagonal line to be in white (cleaner, lighter, more refreshing) than in gold.

As for the rounded-edge box, a majority of these smokers responded favorably to it, describing it as more comfortable in your hand, easier to put in a pocket, and more contemporary looking.

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Attachment
cc: D. Beran
J. Bonhomme
E. Gee
S. LeVan
S. Town-Rafferty

3/8
Spoke to Shari Thanx
Joanne -
will set up quiet picture
in triads about 25 p.s.
are ages to test fonts
+ minor elements
using face
pref'd
Hall's.

Source: https://www.industrydocuments.ucsf.edu/docs/qlgn0004